FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00059900 **Type of Permit:** FILMING **Release Date:** 01/02/2013

Production Company KLEINER INC

Insured Company Name KLEINER INC
Contact Phone No. 1 323-229-9677
Contact Phone No. 2
Fax 818-769-9019
Address 1641 IVAR AVE
LOS ANGELES, California 90028

Production Title DORITOS

Type of Production Commercial - Spec

Producer Brian Joe

Director Kevin Wilson

1st AD Brian Joe

Production Manager Ryan Ennis

FilmL.A. Coordinator Naomi Kajiyama

Location Manager Ryan Ennis
Primary Phone Mobile - 818-632-6205
Secondary Phone Office - 323-465-9494

Location Assistant Ryan Ennis
Primary Phone Mobile - 818-632-6205
Secondary Phone

Fees

Permit Delivery Fee	$55.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY DEPT OF REC AND PARKS - FILM USE FEE	$900.00
LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE	$836.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
LA CITY DEPT OF REC AND PARKS MONITOR ADMIN FEE	$304.00

Total Permit Fee $2,805.00

Number of Locations 1

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Summary Information — Location

Permit Number F00059900
Production Company KLEINER INC
Insured Company KLEINER INC
Production Title DORITOS

Location Manager Ryan Ennis
Primary Phone Mobile - 818-632-6205
Secondary Phone Office - 323-465-9494

Location Address Ocean Front Walk & Wave Crest Avenue, Los Angeles, CA, 90291

Location Type Park

Film Dates 1/3/2013 - 1/4/2013 07:00 - 06:00 2 days

Open or Closed to the Public Open

Generic Conditions
Must comply with attached Beaches and Harbors Conditions
Must comply with attached conditions
Must comply with attached Rec & Park Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached documents
COUNTY PARKING LOT GUIDELINES.pdf
Hello.Doritos.59900.MPI.pdf
Kleiner.Doritos.59900.BWALK.pdf
Venice Area January 2010.pdf

Equipment on Location

Type	Quantity
Cube Trucks	2
Generator	1
Vans	1

Personnel on Location

Type	Quantity
Cast	12
Crew	18
Extras	5
Rec & Park Monitor required	1

Filming Activities Equipment on property; Exterior Dialogue; Exterior establishing shots;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 671 **Grid:** G6

Approvals

LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE	Sye Gutierrez
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS	Marisol Camey
LOS ANGELES POLICE DEPARTMENT	Mark Buck

Coordinator Note
No blocking of exits/entrances
May not compromise fire/emergency protection systems without presence of UFSO

Coordinator Note
1 park monitor required 1/3 0700-1300 hrs (plus 2 hrs admin fees)
1 park monitor required 1/3 1300-1800 hrs (plus 2 hrs admin fees)
1 park monitor required 1/4 0700-1300 hrs (plus 2 hrs admin fees)
1 park monitor required 1/4 1300-1800 hrs (plus 2 hrs admin fees)

Parking

Base Camp
Location Type : Other Location
VENICE BEACH (2100)
2100 Ocean Front Walk, Los Angeles, CA, 90291

Crew Parking
Location Type : Other Location
VENICE BEACH (2100)
2100 Ocean Front Walk, Los Angeles, CA, 90291

Parking Notes

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Summary Information

Location

Location 1 of 1

Permit Number	F00059900	**Location Manager**	Ryan Ennis
Production Company	KLEINER INC	Primary Phone	Mobile - 818-632-6205
Insured Company	KLEINER INC	Secondary Phone	Office - 323-465-9494
Production Title	DORITOS		

Venice Blvd MPI Lot (30 spaces) 1/3 0700-1800 hrs & 1/4 0700-1800 hrs

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PARKING LOT GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

- **THE PRODUCTION COMPANY IS PROHIBITED FROM PARKING IN DISABLED PARKING SPACES, SHORT-TERM METERED OR BLOCK ANY PAY STATIONS AT ANYTIME (NO EXCEPTIONS).**

- The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).

- A walk through is to be conducted after the production company has parked all of its vehicles. This walk through is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.

- The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and coned-off spaces.

- Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contact the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8am to 5pm.

- Parking fees are **not** included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company **estimated charges** for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4pm) for the use of the parking lot(s).

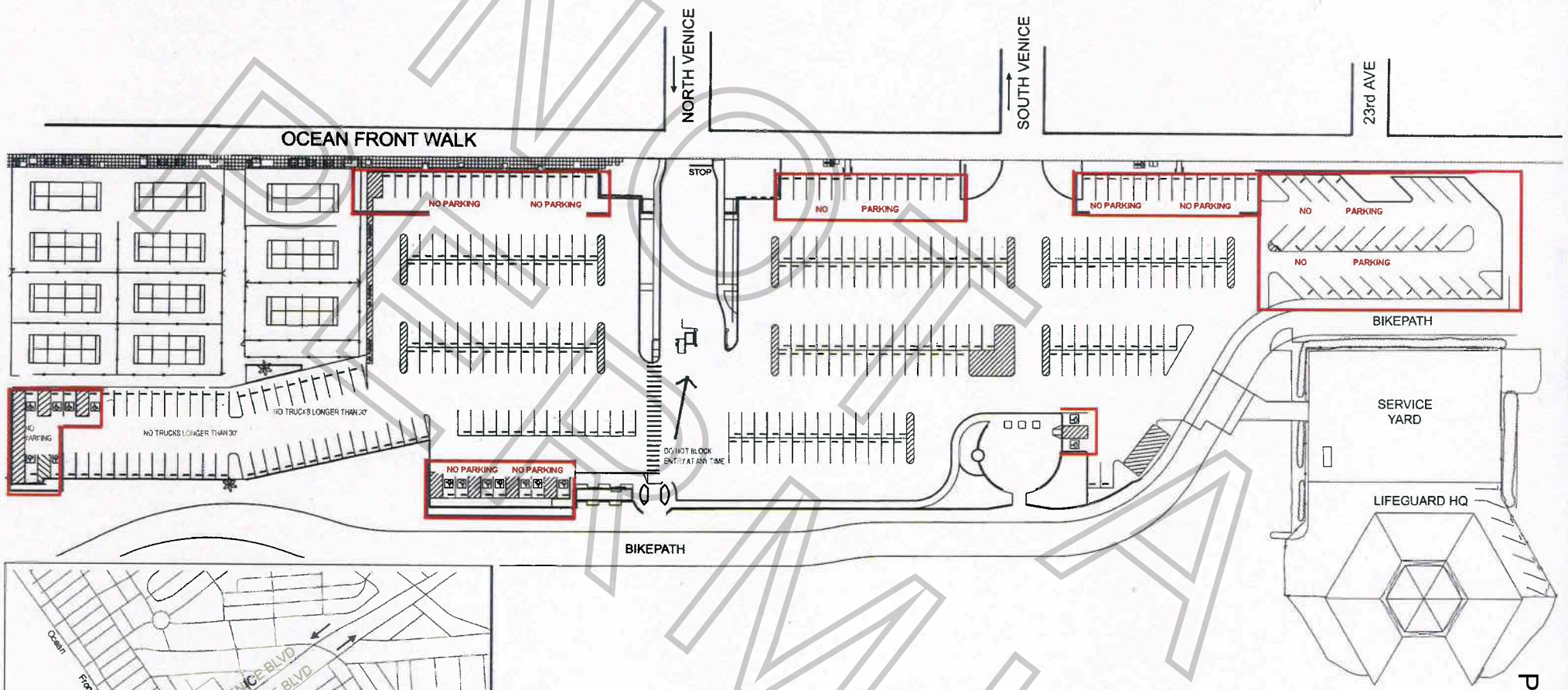
- Cancellations of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.

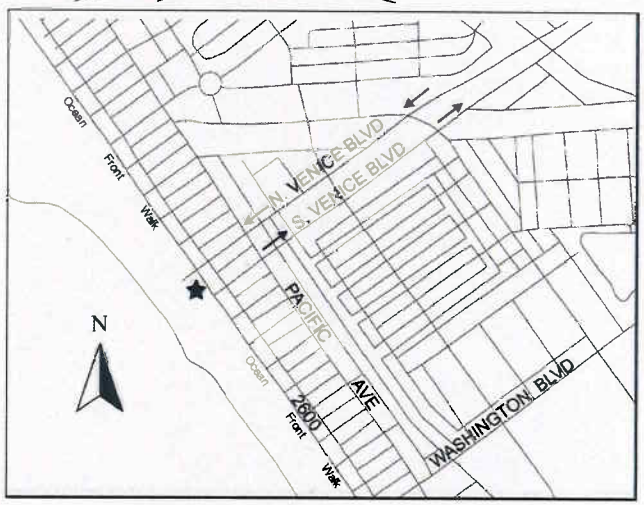
- A parking contract does not constitute a film permit.

FilmLA 3/24/2010

NO PERMIT

VENICE CITY BEACH
VENICE BLVD PARKING LOT





Map not to scale.

REGULAR SPACES	237
DISABLED	15
TOTAL	252

L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS Revised 10 / 2008 by CLS

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Permit #F00059900

PERMIT

Permit #F00059900

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Failure to comply with these conditions will be in violation of your film permit and may result in revocation of permit.

Welcome to the City of Los Angeles, Department of Recreation and Parks. In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- Okay to film on Venice Boardwalk on 1/3/13 and 1/4/13.
- Company not permitted to be at Venice Rec or locations under control of rec center without prior consent from and payment to Venice Rec Center.
- Monitor required for boardwalk at all times.
- Okay to film walk and talk, no special equipment or set-ups.
- Maintenance cleans until 9am and company must stay away from cleaning crews.
- Okay to have lights and a generator.
- No vehicles allowed on boardwalk.
- No alterations to the boardwalk permitted.
- Must stay away from public and maintenance activities.
- Must work around park patrons, other film permits with priority on boardwalk and maintenance crews.
- No weapons, special effects or fighting allowed.
- Company does not have exclusive use of Boardwalk and must be aware and stay away from activities on boardwalk.
- Must stay away from other filming on the boardwalk and from Venice Rec Center facilities.
- Must not block any service area or pedestrian pathways.
- Must work around maintenance activities. Wednesday is mow day. **Maintenance has the right of way at all times.**
- Company does not have exclusive use of boardwalk and must film around public and city staff.
- May not be on any of the grassy areas at boardwalk. May not take down the tape or fencing for any reason, no exceptions.
- Must stay off the turf at all times.
- Company must be aware that Boardwalk might be a little dirty with regards to high patron traffic.
- Company must stay within the boundaries they requested at Venice Boardwalk.
- Must stay out of the Rec. Center, Muscle Beach and Graffiti wall areas at all times unless company has arranged payment and approval with the Rec. Center prior to filming.
- Must work around park patrons and park activities.
- NOT allowed to block off any area of the boardwalk at all times.

NOT A PERMIT

- MUST stay off the sand and beach at all times, unless permitted by county beaches and harbor.
- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.

F-59900
HELLO! – DORITOS
(VENICE BOARDWALK)

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SPECIAL FILMING CONDITIONS
VENICE AREA

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 7:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

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